

# EMPLOYMENT OPPORTUNITY

## CITY OF LONGBEACH



### Community Information Officer

DEPARTMENT OF DEVELOPMENT SERVICES

*The City of Long Beach is seeking an innovative and creative leader dedicated to the efficient communication of information through traditional and contemporary media platforms.*



## THE COMMUNITY

Ideally located on the Pacific Ocean, the City of Long Beach, California (population 462,257) is frequently described as a series of strong, diverse interwoven small communities within a large city. Enjoying an ideal Southern California climate, Long Beach is home to an abundance of cultural and recreational options. The Long Beach Convention Center, Aquarium of the Pacific, Queen Mary and the annual Toyota Grand Prix of Long Beach, plus a wide variety of other attractions (two historic ranchos, three marinas, and five golf courses), serve to draw 6.5 million visitors a year. The City is also home to California State University, Long Beach and Long Beach City College. Cal State Long Beach is the second largest university in the state and has consistently ranked among the top best value of public colleges in the nation. Serving the K-12 student population, the Long Beach Unified School District consistently ranks among the top 10 urban school districts in the country. Covering approximately 50 square miles, Long Beach is supported by a wide mix of industries with education, health and social services, manufacturing, retail trade, and professional services. While it offers all the amenities of a large metropolis, many say Long Beach has the added benefit of having maintained a strong sense of community and cohesiveness despite its size. Long Beach is the seventh largest city in California, and celebrates its vibrant diversity. A superb climate, quality schools, a vibrant downtown, and a variety of neighborhoods help make Long Beach one of the most livable communities in the country.

## CITY GOVERNMENT

Long Beach is a full-service Charter City governed by nine City Council members who are elected by district and a Mayor that is elected at-large. Elected officials also include the City Attorney, City Auditor, and City Prosecutor. The Council Members and the Mayor are subject to a two-term limit, which allows them to serve for a maximum of eight years. The City Council appoints a City Manager and a City Clerk. The City Manager is responsible for the efficient administration of all City departments, excluding those under the direction of a separately elected official, Board or Commission. Long Beach is a full service City providing all traditional public services. Long Beach also maintains one of the world's busiest seaports, which serves as a leading gateway for international trade. The City also has its own full-service commercial airport, a Gas & Oil Department, and is one of only three cities in California with its own Health Department. Long Beach is supported by a total FY 2016 budget of approximately \$2.7 billion, with the General Fund budget totaling \$427 million. More than 6,000 full and part-time employees support municipal operations with the majority being represented by nine employee associations.



## DEVELOPMENT SERVICES

The Department of Development Services has approximately 200 employees and includes the bureaus of Administration & Financial Services, Building & Safety, Neighborhood Services (including Code Enforcement), Housing & Community Improvement, and Planning. The overall goal of this department is to build a dynamic, safe, and sustainable city that honors its past and embraces the future.

## THE POSITION

The Community Information Officer is an at-will management position that reports to the Department Director and is responsible for developing, implementing, and managing the communication plan for the Department of Development Services and the Department of Economic and Property Development. This position provides expertise and leadership in communication strategy, public outreach, and advocacy. The Community Information Officer is responsible for the oversight of the Department's Communications Division and directly manages the work and activities of three employees. The Communications Division is heavily relied upon, both internally and externally, to support the Department and City missions through the use of strategic communication methods. Responsibilities of the Community Information Officer include, but are not limited to:

- Providing comprehensive strategic planning for communications of programs and services.
- Providing input and guidance regarding prioritization of special projects.
- Providing quality assurance and quality control to ensure consistent messaging.
- Participating in the Citywide Communications Team and in the Citywide disaster management efforts for communications and outreach.
- Coordinating the creation of a number of annual publications such as the Annual Planning Commission, Cultural Heritage Commission, and Downtown Plan reports.
- Planning retreats and special events with outside agencies, including the White House, such as Safe LB Plan and the My Brother's Keeper efforts.
- Issuing press releases, liaison with local media outlets, and approving interviews.
- Other high level and professional communications efforts, as needed.

## THE IDEAL CANDIDATE

The ideal candidate will have the ability to work with diverse community stakeholders, non-government organizations, and community partners. The candidate will demonstrate a thorough understanding of development issues and economic development strategies, along with political acumen.

Additionally, the ideal candidate will be a detail oriented, hands-on manager, capable of adhering to multiple deadlines in a fast-paced work environment, while maintaining effective working relationships at all levels of the organization. The successful applicant will be expected to pass a comprehensive background investigation and must possess a valid California Driver License by date of appointment.

### Experience + Education

1. Graduation from an accredited university or college with a Bachelor's degree in communications or a closely related field.
2. Five years of progressively responsible full-time experience providing effective communications of government programs and services through traditional and contemporary media platforms; two years of which must have been in a supervisory capacity.

#### **Professional Attributes:** The attributes that best describe the new Community Information Officer:

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| ▪ Excellent project management / technical skills | ▪ Direct communicator with superior interpersonal skills |
| ▪ Highly organized multi-tasker                   | ▪ Collaborative and inclusive management style           |
| ▪ Strong time management skills                   | ▪ Dedicated to quality customer service                  |
| ▪ Excellent written/verbal communication skills   | ▪ Creative, strategic thinker                            |
| ▪ Consistently exercises good judgment            | ▪ Ethical and integrity based                            |
| ▪ Self-motivated and results oriented             | ▪ Advanced public relations skills                       |



## SALARY + BENEFITS

The salary range for this position is \$72,000 to \$108,000 annually. Placement in the range will depend on qualifications. The City's compensation package also encompasses an attractive benefits package that includes:

- **Retirement** – City offers CalPERS with a benefit of 2.5% @ 55 for Classic members or 2% at 62 for new members as defined by PEPRA, subject to the limitations set by PERS. Employee pays the employee portion. The City also participates in Social Security.
- **Vacation** – Twelve (12) days after one year of service; 15 days after four years, six months of service; 20 days after 19.5 years of service.
- **Executive Leave** – Forty (40) hours per year.
- **Sick Leave** – One day earned per month; unlimited accumulation; conversion upon retirement to cash credit toward health and/or dental insurance premiums, or to pension credits.
- **Holidays** – Nine designated holidays per year, plus four personal holidays to be used at the employee's discretion.
- **Transportation Allowance**
- **Health and Dental Insurance** – The City offers an HMO and PPO option for health and dental insurance coverage. The City pays major portion of the premium for employee and dependents depending on the health/dental plan selected.
- **Life Insurance** – City-paid term life insurance policy equal to three times annual salary to a maximum of \$500,000.
- **Disability** – City-paid short-term and long-term disability insurance.
- **Flexible Spending Account** – Optional election for employees to reduce taxable income for payment of allowable childcare or medical expenses.
- **Management Physical** – Annual City-paid physical examination.
- **Deferred Compensation 457(b) Plan** – Optional for employee contribution to a supplementary retirement savings program available through ICMA Retirement Corporation.
- **Technology Allowance** – Monthly stipend.

## APPLICATION PROCESS

This recruitment will close at **5:00 PM on Friday, September 16, 2016**. To be considered for this opportunity, applicants must submit an online application, including resume and cover letter that reflect the scope and level of their current/most recent positions and responsibilities, including salary history. Online applications can be filed at [www.governmentjobs.com/careers/longbeach](http://www.governmentjobs.com/careers/longbeach). Candidates must also complete the online supplemental questionnaire.

Following the final filing deadline, all applications will be evaluated to determine the most qualified applicants. *Incomplete application packets and application packets that clearly do not meet the minimum requirements will not be considered.*

The most qualified applicants may be preliminarily interviewed. Those applicants determined to be best suited for the position will be interviewed by a selection panel. The final applicant will be subject to a thorough reference and background check.

This information is available in an alternative format by request to Administrative Services Division at (562) 570-3807. If you require an accommodation because of a disability in order to participate in any phase of the application process, please request the accommodation when submitting your resume or call (562) 570-3807.

## EQUAL OPPORTUNITY

The City of Long Beach is an Equal Opportunity Employer and values diversity at all levels of the organization. In support of the City's Language Access Policy, bilingual skills (Spanish, Khmer, and/or Tagalog) are desirable for positions interacting with the public.

*Photos courtesy of LB Convention + Visitors Bureau*